LEO BURNETT U.S.A.

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September 12, 1995

Ms. Wendy Marin
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

RE: 1995 Virginia Slims Legends DelRay Beach Mailing
Pre-Pull Counts

Dear Wendy:

This forwards the results of the pre-pull counts for the 1995 Virginia Slims Legends Events Mailing for DelRay Beach. The pull for this mailing is scheduled for early next week. Your signature on this letter will be needed back to us by Monday, September 18, to remain on schedule.

Background & Objectives
This mailing will continue the direct mail effort to generate awareness of and increase attendance of Slims and key competitive smokers within a 100 mile radius of each Legends concert/tennis event. The objectives of the direct mail piece are to:

- generate awareness and interest in the Legends tour
- increase attendance to the events

Audience Selection
The audience selected were

- Slims/SuperSlims and key competitive brand smokers (Savannah, Style, Carlton Slims, Capri, Kool, Eve, Newport, Newport Stripes, Misty Slims, More and Salem)
- Within a 100 mile radius of DelRay Beach

These individuals were scored using the responsiveness scoring equation. Highly Responsive, Responsive, Unknown and Low Responsive individuals were selected for the final audience.

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Source: https://www.industrydocuments.ucsf.edu/docs/jkym0004

Audience Suppression

The following suppression was taken into account:

- Standard suppression
  - including screamers, opt-offs
- 1994 Virginia Slims Holdouts

Count Results

Pre-pull counts for the Oklahoma City and Houston Legends events total 49,040 smokers as shown below:

Audience Group	Count
Slims/SuperSlims DelRay Beach	16,394
Key Competitive Del Ray Beach	32,646
TOTAL	49,040

This count may change slightly by the time of the pull due to database updates and NCOA processing.

Wendy, if the contents of this Pre-Pull Counts letter are acceptable, please sign on the line below and fax a copy to me at 312/220-6562 by Monday. The final pull will then be executed early next week.

PM/NY Approval of Virginia Slims Legends 9/12/95 Pre-Pull Counts Letter

Best Regards,

LEO BURNETT U.S.A.

Lisa Bennecke

cc: John Buehler, Bonnie Timmins, Connie Bulanda, Martha Larson, Kathy Kochanek, Jane Myszka - LBCo

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